

decade, which begins

here to-morrow. A trade comp—carefully, skillfully planned—and successfully consummated—has placed "Greater New York's Greatest Store" more than ever in a position to emphatically-decisively-oberwhelmingly undersell the market. Our invitation to the trade, with its conditions as reprinted above, was scattered broadcast, and our willingness to transmute big stocks of merchandise into gold brought eager responses from a host of importers, wholesalers, warehousemen, mills and factories. The net result is a Bloomingdale Sale of Titanic proportions, at which new—select—seasonable merchandise will be sold at

lower Prices Than You Have Ever Known. At the M. & F. Sale.

At the M. & F. Sale.

## An Event in Madeto-Order Trousers.

Commencing Monday, July 10, and Ending Friday, July 14, Trousers to Order, for Five Days Only, 2.92. Monday,



July 10th; Tuesday, July 11th; Wednesday, July 12th; Thursday, July 13th; #Friday,

July 14th. For the next fire days we will make to measure a pair of Trousers of material in worsteds, cascheviots. The

styles are all of the new, desirable patterns of this season's choicest designs, and of such wide range that any taste can be suited. None but skilled cutters and the best of workmen will be employed in the making of these Trousers, assuring you all the perfection of fit and finish you would expect of high-priced tailors. Remember, this sale lasts for five days only; after that we will positively not accept further orders. Samples furnished, so that you can compare these Trousers with those made to order by tailors at \$5.00. If you are in any way dissatisfied after the Trousers are made for

you, you may return them and receive your money back. For five Las / La days only, Men's Trousers to order,

## Our Furniture Dept.

Appeals to your sense of economy in the strongest manner this week. Prices have been materially lowered, so that every article is now a rare bargain that would pay you to buy, even though you have no immediate need for same. Our greatest bargain effort, however, is in Brass and Iron Beds. We quote lower prices than have ever before been named. FINEST ENAMEL BED, high PARLOR ROCKERS, highly

head, extended foot end, brass trimmings, sells everywhere at \$4, M. & 2.60 F. sale price, CHILD'S CRIB, finest enamel, brass mounts, fitted with

helical springs, size 2.6x4.6. value \$5.50, M. & 3.75
F. sale price,
DINING CHARS, solid oak, cane seat, with brass arms, value \$1,25, M. & F. 68

FULL SIZE BOX COUCH, made THIS BED, finest enamel, high

with spring edge, button head, extended foot end, top, covered with durable brass mounts throughout, brass rail and spindle on terial, box neatly lined, regular price \$9.50. 6.75 head and foot, regular price \$6.00, M. & F. sale 4.25

Upholstery Specials.
COTTAGE CURTAINS, of Swiss Muslin, full length, 60

SNOWFLAKE CURTAINS, choice colors, per pair, 1 10 IRISH POINT CURTAINS, one special lot, per pair, IRISH POINT CURTAINS, this lot is positively 2.55 worth \$3.50; M. & F. sale price,

8d Floor, 60th Bt. Section.

Mattresses and Cots.

Slip Covers for Mat- Our \$18.50 super extra quality, gray or black, in the best quality tick- 14.50

All these Mattresses are made in the best quality tick-ing, in one or two parts, as In spite of the great advance in the price of horse half, we will sell all our mattresses during this sale at a lower price than ever before. As we contracted for a big away we contracted for a big quan-

tity of hair at a very low price before the rise, we are enbefore the rise, we are enabled to do so without loss to ourselves and at a big saving to you. We will sell:

Our \$8.00 All-Blar 5.75

Our \$11.00 Black Curled Hair MATTRESS 8.50

for

Our \$14.50 Hair MATTRESS. fine, black long 11.50

curled hair, for 11.50

25c. Chocolates at 10c. per lb.

We sell Monday Chocolates of fine quality, absolutely pure and of delicious flavor, assorted as follows:

CHOCOLATE RASPERRY, CHOCOLATE ORANGE, CHOCOLATE STRAWBERRY, CHOCOLATE LEMON, CHOCOLATE COFFEE per pound,

No mail orders filled. Main Floor, 59th St. Section. Rubber Plants, 19c each.

We offer to-morrow strong, well established Rub-ber Plants, with 6 to 9 19 leaves, each, This is the lowest price ever known for Rubber Plants. No

C. O. D. or mill orders filled.

high-grade | Notions. SEWING MACHINE OIL, 1 2-oz. bottles, simeres and PORPOISE SHOE LACES, 1

BIAS VELVETEEN SKIRT 2 BINDING, per yard, PIN CUBES, large, with jet 3 or colored head pins, Attachable CORSET STEELS, with under steel, per 2

DRESS SHIELDS, Para rabber cambric cover, No. 3, 6 Combination Russet Leather SHOE DRESSING, per

package, Moin Floor.

Ribbons.

prominent Paterson manu-

Main Floor, 59th St. Section.

Boys' Straw Hats. OYS' AND CHILDREN'S HATS, stiff brims, or straw sailors, in white or fancy mixtures, sold up to \$1.25 heretofore, to-mor- 69

Boys' Waists. DOMET AND PERCALE WAISTS, new designs, in pretty, light colors, pretty, plaited front and back: 19 special,

Ladies' Golf and

Sailor Hats. LADIES' HATS, rough and ready, jumbo braid, Dewey sailors, the latest out, regular 49c. hats, M. & F. 21 sale price.

LADIES' TRIMMED SAILOR. CYCLE AND GOLF HATS at Mill & Factory sale prices the lowest that have ever been

named. 24 Floor, 69th St. Section.

Fans.

2,000 JAPANESE FANS, empire size, preity decorations, goods that brought from 10c, to 15c, each; 3 M. & F. sale price,

Main Floor. Umbrellas.

1,400 24-inch Black or Blue Silk Umbrellas, with Dresd:n, Congo or oak handles, worth from 49e to 29 600 24-inch Black Silk Carolla

Umbrellas (for sun or rain), with imported handles, manufactured to sell at \$1.25 each: unquestionably one of the best values ever offered in this line; M. & F. 59 sale price, each. Main Floor, Front, Centre.

Buttons.

500 GROSS PEARL BUTTONS, flat and ball shape, plain and

## Wonderful Values in Men's Summer Shirts.

MEN'S FANCY TWILL OUTING SHIRTS, soft bodies, collars attached, near designs, 50c. goods; M. and F. sale 29

MPN'S NEGLIGEE SHIRTS, of Bedford Gord, with laundered neckband: in white, pink and blue, 21so, MEN'S NEGLIGEE SHIRTS, soft bodies, laundered collar and cuff attached. all up-to-date patterns, and MEN'S UNLAUN-DERED WHITE SHIRTS, good quality shirting muslin; values in this lot run from 65c. to 85c.; M. and F. sale price, all at

MEN'S NEGLIGEE SHIRTS, laundered neckhand or collar attached, made of satine stripe Priscillas, pink, blue or black and white stripes, every shirt cut 36 inches 44 long: M. and F. sale price,

MEN'S NEGLIGEE SHIRTS, of light weight Oxford, cheviot and fine percale, in stripes and figures, M. and F. sale 44 MEN'S LAUNDERED WHITE SHIRTS, made by a factory second to none, fine quality muslin, double back and 50 front, a dollar shirt, M. and F. price,

Main Floor, 60th St. Corner,

## Ladies' Shirt Waists.

LADIES' SHIRT WAISTS, of best percales, all new and 19 perfect waists, M. & F. sale price, LADIES' WAISTS, of striped percale, twenty different 39 stripes, well made and finished, M. & F. sale price, LADIES' SHIRT WAISTS, of white lawn, yoke back, em- 59 broidery insertion in front, M. & F. sale price, Second Floor, 59th St. Section.

## Ladies Underskirts.

STRIPED UNDERSKIRTS, made with deep flounce 39 trimmed with rows of cording. M. & F. sale price, SATEEN UNDERSKIRTS, unlined, just a small lot of assorted styles; none of them worth less than 75c, on sale 59 to-morrow at M. & F. sale price. to-morrow at M. & F. sale price, Becamid Floor, 50th St. Section.

Ladies' Wash Skirts.

LADIES' WHITE PIQUE SKIRTS, circular shape, deep 98 hem, M. & F. sale price, facturer accepted our offer hem, M. & F. sale price, on several thousand pieces LADIES' DUCK SKIRTS, in white, tan, royal, navy, black and red; circular skirt, deep hem, M. & F. sale price, besides some plain and black LADIES' CRASH SKIRTS, circular shape, deep hem, M. & 98 MOIRE TAFFETAS, 2150 No. F. sale price, F. sale price,

22 white satin RIBBONS; reg-ubrly these goods are sold at 40c, a yard; M. & E. 15

LADIES' SKIRTS of Burlap, the new craze, in all the new colors, value \$4.00, M. & E. sale price, sale price,

Second Floor, 59th St. Section.

## Ladies' and Children's Summer Underwear.

LADIES' VESTS, fine cotton ribbed, trimmed with lace at the neck, in a variety of colors, regular price 19c., M. & Pipes. F. sale price, LADIES' FINE SPUN SILK AND LISLE THREAD VESTS, in 69 dozen FRENCH BRIAR

a variety of styles and colors; former price from 35c. 19 to 50c., M. & F. sale price, CHILDREN'S UNDERWEAR, white gauze cotton shirts, pants and drawers, formerly sold for 19c., size 16, M. & F. 7 sale price,

Note-2a bigber for advancing sizes. Main Floor, 59th St. Section.

## Two Silk Sensations.

An unprecedented sale of a very choice lot of SATIN LIBER-TIES, in all choice colorings, such as navy, light and dark, plum, violet, black, brown, etc., etc. This lot of goods was held by the importers at 35c, to 40c, yd., but our cable cash offer to take the entire lot secured them at much less; M. & F. sale price, much less; M. & F. sale price,

JAPANESE WASH SILKS, in checks and stripes, choice colorings, good quality, all on one table, M. & F. sale 19 Main Floor, Front, Centre.

Mill and Factory Sale of Excellent Hosiery

5,000 dozen of Men's, Women's and Children's Hosiery secured below cost will be sold the same way, and extra experienced salesladies in attendance. It will pay to purchase the year's supply now.

LADIES' HOSE, fine quality, full seamless hose, guaranteed to keep color, in black and tans, worth 12c., M. & F. sale pricz, LADIES' HOSE, of fine imported liste thread and cotton hose, all Louis Hermsdorf dyes and guaranteed to wear and keep color, Rembrant ribbed or plain, also embroidered cotton in russet, tans and black, actual value 29c, M. & F. 17

sale price, MEN'S HALF HOSE, made of best cotton, very elastic, guaranteed fast colors, full seamless in black and tans, all 6 sizes, with double sole, M. & F. sale price. MEN'S HALF HOSE, in finest grades of black imported goods, hand embroidered silk fronts, variety of colors, value 12

25c. pair, M. & F. sale price, MEN'S HALF HOSE, fancy and plain colored thread and cotton goods: value 35c, pair, M. & F. sale price, MEN'S HALF HOSE, take, cotton goods, value 35c, pair, M. & F. sale price, cotton goods: value 35c, pair, M. & F. sale price is actually worth 15c, pair, sizes 5 to 8½; M. & F. sale 6 CARDS, excellent quality, ivory finish, instead of 15c.

engraved goods, that sold MEN'S IMPORTED BICYCLE HOSIERY, sold the enfrom 10c, to 20c, a dozen, 5 tire season at 50c, per pair, in a variety of styles to 19 choose from, M, & F, sale price,

Sterling Silver Jewelry 925-1000 Fine.

50 DOZEN STERLING SILVER DUMBBELL LINK BUTTONS: M. & F. sale price, 15 per pair, 40 DOZEN STERLING SILVER SHIRT WAIST SETS, consisting of 3 studs, 1 collar button and 1 pair of link

buttons; M. & F. 21 200 DOZEN STERLING SIL VER HOOP BRACELETS handsomely chased; 38 M. & F. sale price,

Main Floor, Front, Centre,

Eyeglasses. Goldoine Eyeglasses or Specs fitted with silex crystal periscopic lenses. The specs hive straight or riding bow; eye-glasses have patent cork nose pieces. Goldoine is about featherweight, looks and wears like gold—no better glasses can be had for one dollar—some of the exclusive opticians are asking even more. Free with every pair: Eyeglass cord, hook, case and chamois cleaner. These and chamois cleaner. The alone are almost worth the price we ask. M. & F. 25 sale price, per pair,

Main Floor.

Watches.

100 LADIES COIN SILVER CHATELAINE WATCHES, with engraved cases, Swiss movement, pretty silver chatelaine pin bird or but-terfly, complete in a silklined box; M. & F. 2.59 Main Floor.

Cutlery. 200 dozen NICKEL-PLATED STEEL - LAID JOINTED

80 dozen WADE & BUTCHER RAZORS, such as are selling at 50c; M. & F. sale 19

Main Floor.

PIPES in all the popular shapes, some plain and some trimmed value from 19c. to 39c; M. & F. sale 10

Main Floor,

Music Dept. 3,000 pieces of SHEET MUSIC, both vocal and instrumental,

published at 50c.; over 200 different compositions; pubhishers' sale price, 10 Third Floor.

Rosedale Mandolins at \$1.15.

ribbed, deep shell, beve-top, inlaid soundhole, rosel wood fingerboard, inlaid position dots, Italian model, patent head, value patent head, value \$3.50; M. & F. sale 1.15 Third Floor.

Books.

20,000 PAPER-COVERED BOOKS, published at 25c. each, a selection of over 150 titles, including many of the best authors, publisher's sale price, 10 Main Floor.

Stationery.

1,000 CABINETS OF WRITING PAPER, containing 60 sheets of cream wove paper, ruled or plain, octavo size, with envelopes to match, instead of 19c. box M. & F. 9

package M. & F. sale 10

High-Class Embroideries Cambric, Nainsook and Swiss Edgings, Flounc-

ings, Insertions. Allovers, thousands of yards of durable, showy openwork designs, at lowest prices ever known. CAMBRIC EDGES, 10 SEVERAL ROBES, 98 worth 15c., a yd.,

CAMBRIC EDGES, 121 SEVERAL ROBES, 1.98 worth \$4.00, at 1.98 CAMBRIC EDGES, 15 SEVERAL ROBES, 3.98 worth \$10.00, at See INSERTIONS as low 5 ALLOVERS, 69c., 1.25 Main Floor, 50th St. Section.

## Ladies' Neckwear.

Stock Collars of all descriptions, Ties, Bows, Jabots, Flat Scarfs, String Ties, dainty, delicate and pretty and at prices less than half usual.

PIQUE PUFFS, FANCY FIGURED SILK PUFFS, FIG- 10 URED LAWN FRONTS, each at FANCY PIQUE STOCK COLLARS, each,

STOCK COLLARS with Bow to match, in fancy striped silk, also Pique Stock Bow to match, in stripes and polka 15 dots, formerly sold at 50c; M. & F. sale price, LAWN JABOTS, in great variety of patterns and colors, some hemstitched, others prettily trimmed with lace, regularly 29c.; M. & F. sale price.

PLAITED NET COLLAR, with fancy Bow to match, regular price 50c.; M. & F. sale price.

regular price 50c.; M. & F. sale price, Main Floor, 50th St. Section.

Ladies' Bathing Suits.

LADIES' BATHING SUITS, all-wool twilled flannel, yoke with full front, deep sailor collar, yoke skirt front trimmed with braid, sizes 34 to 44, M. & F. sale 2.47 LADIES' BATHING SUITS, black brilliantine, yoke with full fronts, deep sailor collar, sizes 34 to 44, M. & F. 2.69

sale price, LADIES' BATHING SUITS, black brilliantine, fine quality, large revers and deep sailor collar trimmed with Hercules braid, tucked shield front, full skirt, trimmed with braid, sizes 34 to 44, M. & F. sale price, with braid, sizes 34 to 44, M. & F. sale price,

Second Floor, 59th St. Section. Ladies' Lawn Dresses.

SHEARS, straight or bent, sizes 6 to 9 inch, worth from 39c. to 69c. per pair; M. & F. sale price, price, price, LADIES' DRESSES, fine fancy lawn, nicely trimmed with plaids, 36-inch wide, have sold at 123/c. a yard; M. & F. sale price, trimmed, ruffles of same material on shoulder; 1.98 25c. Fancy Skirt Lining, 6c. FANCY TAFFETA, used for skirts and skillings, have sold all along at 20c. LADIES' DRESSES, fine fancy lawn, nicely trimmed with ribbon, ruffled on shoulder; M. & F. sale 2.98 price,

in exclusive cutlery stores LADIES DRESSES, fine white fancy lawn, handsomely trimmed with ribbon and ruffles; M. & F. sale 3.98 price, LADIES' DRESSES, of lawn, black ground, with white figure, handsomely trimmed with lace insertions, used with either black or lavender lawn; real value, \$7.98 (large 4.79 sizes only); M. & F. sale price.

sizes only); M. & F. sale price. Second Floor, 59th St. Section.

## M. & F. Sale of Infants' Wear.

with ruffle of same material, double ruffle down front, sizes 2 to 8 years, 35 regular price 50c., at 35

edged with Val. lace, hem-stitched bottom, sizes 6 months to 2 years, INFANTS' SUN BONNETS, white pique, with lawn crown and cape; also a lot of Sun Hats, with buttoned

sleeves, sizes 1 to 4 91 and embroidered edge, colvears,

INFANTS' SHORT DRESSES, regular price 69c., 39

CHILDREN'S BLOUSES, col- INFANTS' LONG SLIPS, of ored tawn, in very pretty new patterns, large sailor collars and cuffs trimmed med with embroidery, 17

INFANTS' SHORT DRESSES, of fine white lawn, pointed yoke of hemstitched tucks, finished with two ruffles traps, in all sizes, 19 regular price 30c.,

hwn, with Gretchen watst, crown, embroidered 11 fine insertion, two ruffles INFANTS' SUN BONNETS, of over shoulder, embroid-ered ruffle on neck and trimmed with the insertion

of white lawn, square yoke at of insertion and tucks, INFANTS' CAPS, of all-over embroidered ruffle over shoulder, sizes 6 mos. 39 lace, trimmed with 25 loops of satin ribbon, 25 2d Flour, 59th St. Section.

Sale of Rugs and Mattings 128

# to the Mill and Factory Sale.

Extra salespeople and additional wagons assure good service and prompt delivery. Mail orders filled wherever possible. Except in rare and specified instances, there are none of the limitations usual to a sale of this magnitude.

A 7c. Challie at 2c. Light and dark colors, beautiful designs, sells ordinarily at more than three times our price; M. & F. sale 2 price, yard. 121/2c. Organdie at 21/2c. yd.

SATIN STRIPE ORGANDIE, 30 inches wide, light and dark colored effects; these have sold this season at 21 1214c; M. & F. sale price, yard, 121/2c; M. & F. sale price, yard, 121/2c. Percale at 61/2c. yd.

Pacific Mills, 36 in. wide, in the very choicest and latest patterns and colors, never offered anywhere under 1234c. 61 yard; our M. & F. sale price, yard,

Apron Ginghams, 23c. yd.

A large variety of checked Apron Gingham
blue, brown and other assorted colors,
usually 6c, and 7c. yd., M. & F. sale 23 price,

Towelling, 2½c yd.
Good quality heavy Bleached Twilled 2½
TOWELLING; M. & F. sale price, 22

\$1.35 Dinner Napkins at 99c.
All linen dinner NAPKINS, the \$1.35 99
kind; M. & F. sale price, doz. ... 99 Extra large size dinner NAPKINS, all pure linen, imported to retail at 1.49 \$1.98 doz; M. & F. sale price,

75c. Table Damask, 39c. yd. All pure linen German Table DAMASK, 72 inches wide, assorted designs, never offered anywhere at less than 75c. 39 yard; M. & F. sale price,

39c. Damask, 29c. yd. Extra heavy cream DAMASK, 58 to 60 in. wide, sold by a great many houses as a bargain at 39c. yard; M. & F. sale 29c price,

21c. Towel, 12 1-2c. Never in the history of the linen trade has there been any value offered to equal this. There are in all 500 dozen, full bleached, all-linen German damask towels, with heavy knotted fringe, as-sorted colored brochet borders, size

port, retail price, 21c.; M. & F. 12c sale price, each, Extra heavy buck TOWELS, very fine quality, hemmed, good value at 8 12½c.; each, M. & F. sale price,

20x42 inch, cost \$2.00 per dozen to im-

Bath Towels, 5c. Full bleached BATH TOWELS, M. & F. 5

sale price, 50c. Bird's-eye, 29c. piece:
BIRD'S-EYE DIAPER, 18 inches wide, 10yard pieces, manufacturer's list
price 50c; M. & F. sale price, pc., 29

The Lining Dept.

12 c. Taffeta Lining, 3c. yd. silk finished Taffeta LINING, stripes and plaids, 36-inch wide, have sold at 121/2c. a yard; M. & F. sale price,

FANCY TAFFETA, used for skirts and skirt linings, have sold all along at 20c. and 25c. a yard; M. & F. sale price, FANCY BROCADED SATEEN, high colors, sold at 20c yd.; M. & F. sale price, 5 LINING CAMBRIC, all colors, including black and white, at M. & F. sale 21

#### Shaker Flannels.

6c. Shaker Flannel, 3c. yard. SHAKER FLANNEL, the kind that costs you elsewhere 60, yd., W. & F. sale 3

Muslin Sheeting.

We bought from a manufacturer all the mill ends of a full standard unbleached muslin he had on hand in lengths from 2 to 20 yds; these goods when sold from the piece are 8c. yd; these ends are every bit as good, but the price is less than half; M. & F. sale price.

than half, M. & F. sale price,

Lot of 20 bales of fine UNBLEACHED MUSLIN, made by the manufacturer to sell at 5c, yard, in fact, it is called 33 Nickel Brand; M. & F. sale price, yd. 34 UNBLEACHED SHEETING, very good quality, 214 yds, wide, this sells 91 at 15c, yd.; M. & F. sale price,

Multi Phase wast Rotunda.

### Main Floor, near Robunda, Comfortables.

\$1.29 Comfortables, 69c. Carload of new and beantiful SUMMER COMFORTABLES, light and medium weight, light and dark colors full sizes, all filled with white cotton, cheap at \$1,29 each; M. & F. sale price, \$1.29 each; W. & F. sale price, COMFORTABLES, fine quality, choice designs and colors, full size, ordinarily a bargain at \$1.75; M. & F. sale 92 price,

Black Dress Goods. BLACK HENRIETTA, at 15c, and

38-inch alf-wool BLACK HENRIET- 29 46-inch all-wool BLACK SILK FINI HED HENRIETTA. regular 79c. quality, 45 will be marked

JAPANESE MATTINGS, very tine cotton warp, former price 25c, yard, M. & F. 14 will be marked 46-inch all-wool BLACK HENRIETTA, fine, fustrous finish, in jet and blue black, a quality not to be had elsewhere for less than \$1.00 per yard, will for 5.5 lustrous finish, in jet and blue black, a quality not to be had elsewhere for less than \$1.00 per yard, will for 55 this sale go at AXMINSTER RUGS, 27x63 in., in all the latest shades and coloring, excellent quality, Bathing Suits, &c.,

M. & F. sale price, 1.49 BLACK MOHAIR BRILLIANTINE, an 25

Main Phor, 59th St. Section.

Main Phor, near Refunda.